

## **REMARKS**

The Examiner has rejected claim 10 as being anticipated by Matsumoto.

**Applicant has amended claim 10 to state that determining which source of advertising caused a user to log on to the Internet site by comparing timing and location of advertising to timing and location of when a user logs onto the Internet site. As the Examiner states in the Office Action, the Matsumoto system uses an index URL embedded in the ad which allows for the monitoring of the user's access induced by the advertisement hence the actions of the user are known without the need for the user's IP address.**

**Therefore, claim 10 is not anticipated or obvious over the prior art.**

Claims 1, 2 and 4-9 are rejected as being obvious over Matsumoto in view of Goldberg. The Examiner states that Matsumoto does not expressly teach a second database for storing a user's IP address, but does store user's referrer log showing all referring pages from which the user is led to entrance page and optionally stores the user's IP address in the index log file 62. The user's IP address does not have to be stored because Matsumoto's system using an index URL embedded in the ad which follows for the monitoring of the user's access induced by the advertisement, hence the actions of the user are known without the need for the user's IP address.

Goldberg teaches an advertising system wherein two databases are used to store relevant information about advertisements and information about the user effected by the advertising. It would have been obvious to store a user's IP address and referrer log in a second database in the Matsumoto system as taught by Goldberg by modifying the index log file 62 to be implemented as a database. One would have been motivated to use a second database instead of an index log file to manipulate the data stored in the index log file and organized the information about advertisements and user activity.

**Goldberg relates to a network system for presenting advertising during on-line interactions between a user and a service of a network. Advertisements are presented to a network user unrequested during user interactions with the service. The user can activate the ads for receiving additional advertising. The system gathers user data or develops user profiles for selectively presenting ads targeted to receptive users. In exchange for viewing such ads, the user is allowed to play an on-line interactive game or provided to access to other interactive services.**

**The section cited by the Examiner in Goldberg relates to maintaining information about the status of games being played and the user's responses to advertising while the user is on-line.**

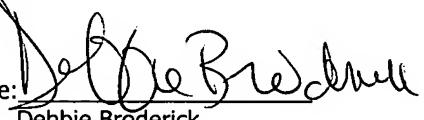
**The present invention specifically relates to non-internet advertising. Goldberg specifically relates to internet advertising.**

**There is no reason to combine Goldberg with Matsumoto since  
Matsumoto relates to URL's embedded in the ad which is not necessary  
in Goldberg when the user is clicking through the ad.**

**For all the above reasons, the above claims are not obvious over  
the prior art.**

Applicant now believes the application is in condition for allowance.

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Date of Deposit: April 7, 2011  
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deposited with the United States Postal Service  
"Express mail Post Office to Addressee"  
service under 37 C.F.R. 1.10 on the date indicated  
above and is addressed to the Commissioner  
for Patents, P.O. Box 1450, Alexandria, VA 22313

Signature:   
Name: Debbie Broderick

Respectfully submitted,

  
Philip M. Weiss  
Reg. No. 34,751  
Attorney for Applicant  
Weiss & Weiss  
300 Old Country Rd., Ste. 251  
Mineola, NY 11501  
516-739-1500